

# THE FUTURE OF FRAGRANCE: 2023

Fragrances will have to adapt to new macroeconomic contexts by offering escapism and driving value perceptions. Climate change will impact ingredient quality.



Clotilde Drapé, Global  
Beauty Analyst



## Report Content



- The now, the next and beyond

### WHERE WE ARE NOW

- Overview of innovation in the past year
- What we have seen

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### Escape reality through scent

- From physical lockdowns to financial lockdowns
- Find a way to integrate fragrance into future spending priorities
  - Graph 1: areas people will continue to spend on despite financial difficulties, 2022
- Communicate fragrance as part of life's key moments
- Drive nostalgia by bringing the outside in
- Help consumers create a sanctuary at home
- Leverage the multifunctional potential of body mists
  - Graph 2: launches carrying 'body mist' descriptions, by region, 2019-22
- Renovate body mists for consumers' homes
- Use imagery and narrative to trigger imagination
- Take consumers on a virtual getaway
- Leverage local ingredients to transport fragrance users
- Partner with the next generation of ambassadors
- What does this mean for consumers?

#### Position fragrance as an extension of self

- Appeal to consumers' individuality
  - Graph 3: agreement with 'The scents I wear reflect my personality', by age, 2021
- Address the momentum of astrology for personal recommendations
- Get to know your consumers based on their star signs
- Make exclusivity affordable
- Combine art and creativity to generate excitement
- Use technology to offer immersive and tailored experiences
- Address specific skincare benefits for tailored scents

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- Create skin-friendly fragrances
  - Graph 4: BPC launches by category containing 'microbiome' in the product description, 2021-22
- Reveal each consumers' potential thanks to skin-enhancing fragrances
- What does this mean for consumers?

## Drive value perceptions in fragrances

- Associate quality to value
- Promote long-lasting benefits as a value driver
- Bring long-lasting benefits using new technologies
- Perfume oils can deliver long-lasting benefits at lower prices
- Offer alternatives to those trading down
- Scented products can offer money-friendly alternatives to fragrances
  - Graph 5: top three types of fragrance/scented products purchased or used by market, 2021 and 2022
- Premiumise scented products
- Use money-off as an incentive for loyalty
- Address the demand for refillables to drive loyalty
- Showcase the monetary value of refills
- What does this mean for consumers?

## IN FIVE YEARS AND BEYOND

### Embrace science and technology to drive sustainability

- Reassure eco-anxious consumers by taking steps towards transparency
- Bring fragrance to the standards of other key BPC categories
  - Graph 6: BPC launches with ethical and environmental claims, 2017-22
- Educate on ingredient scarcity and provenance
- Leverage trust in science to find new ingredient sourcing solutions
- Embrace new scientific techniques
- Look to biomimicry for ingredients
- Tackle waste using upcycled ingredients
- Identify the right business partners for a cleaner supply chain
- What does this mean for consumers?
- Key takeaways
- Additional contributors

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